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PATENT
Patricia Lewis
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3-4-04

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:
Reiner KRAFT et al.
Serial No.: 09/757,901
Filed: January 10, 2001
For: Personalized Profile Based Advertising
System and Method with Integration of
Physical Location Using GPS

) Group Art Unit: 3622

) Examiner: Daniel Lastra

RESPONSE WITH AMENDMENT UNDER 37 C.F.R. § 1.111

VIA FACSIMILE (703) 872-9306
MS – NON-FEE AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
ATTN: Examiner Daniel Lastra

Sir:

The following amendment is being submitted in response to the Office Action dated November 28, 2003, the response date being March 1, 2004, the next business day after February 28, 2004. Please enter and consider the following amendment and remarks as follows:

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 or facsimile transmitted to the U.S. Patent and Trademark Office on the date March 1, 2004.
By: Karen Taragowski Signature: Karen Taragowski
Applicant, Assignee, or Representative